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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Appl. No.: **10/748,870**

Confirmation No.: **3713**

Applicants: **Jeffrey A. DEAN, et al.**

Filed: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH
CONTENT-RELATED ADVERTISEMENTS**

TC/A.U.: **2178**

Examiner: **Wilson W. Tsui**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on January 5, 2011 (Paper No. 20101231), which set a period for response to expire on April 5, 2011, that period being extended (1) month to expire on May 5, 2011, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.